

Message Text

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PAGE 01 BELGRA 00424 201225Z
ACTION EUR-12

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TO SECSTATE WASHDC 4588
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USDOC FOR USTS JEAN O'BRIEN

E O 11652: N/A
TAGS: BEXP, YO
SUBJECT: PROPOSAL FOR TOURISM AGREEMENT WITH YUGOSLAVIA

REF: A) (77) BELGRADE 8648, B) STATE 10455

ALTHOUGH I AM FAVORABLY DISPOSED TO ANY AGREEMENT,
DIALOGUE, OR OTHER INITIATIVE WHICH SUPPORTS THE ECONOMIC
MOMENTUM WHICH WE ARE TRYING TO MAINTAIN BETWEEN
YUGOSLAVIA AND THE US, I HAVE RELUCTANTLY CONCLUDED
THAT THE PROPOSED AGREEMENT ON TOURISM WOULD SERVE NO
PRACTICAL PURPOSE AT THIS TIME. IN THE FINAL ANALYSIS,
THE PURPOSE OF THE AGREEMENT IS TO INCREASE TOURISM.
UNFORTUNATELY FOR BARRIERS TO THIS INCREASE IN EITHER
DIRECTION CANNOT BE ELIMINATED OR REDUCED AT AN AGREEMENT.
FOR US TRAVEL TO YUGOSLAVIA, THE MAJOR OBSTACLES ARE
POOR YUGOSLAV PROMOTION AND MARKETING EFFORTS -- BOTH
IN THE US AND IN THE DEVELOPMENT OF THEIR TOURIST
INDUSTRY -- UNEVENLY DEVELOPED TOURIST FACILITIES
THROUGHOUT THE COUNTRY, AND RELATIVELY HIGH SUMMER
RATES. FOR YUGOSLAV TRAVEL TO THE US, THE PROBLEMS
ARE PRICE AND US VISA LAW. PERMISSION TO OPEN
WESTERN SALES OFFICES IN YUGOSLAVIA WOULD PROBABLY
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SPUR TRAVEL AS WELL, BUT THIS QUESTION IS PART OF
THE LARGER PROBLEM OF FOREIGN REPRESENTATION IN
YUGOSLAVIA GENERALLY AND WOULD NOT BE SETTLED IN A
BILATERAL TOURIST AGREEMENT. SUFFICIENT INFORMATION
ON TOURISM IN YUGOSLAVIA IS ALREADY PUBLISHED ON AN
ANNUAL AND COMPREHENSIVE BASIS BY YUGOSLAVIA.
EAGLEBURGER

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Message Attributes

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Draft Date: 20 jan 1978
Decaption Date: 01 jan 1960
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Disposition Action: RELEASED
Disposition Approved on Date:
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